



State of New Jersey

New Jersey Department of Environmental Protection Natural and Historic Resources Group

Request for Information & Participation

December 3, 2008

The State of New Jersey's Department of Environmental Protection (DEP) requests the participation of qualified facility and event managers to explore viable business opportunities that could support the future operations and marketing of Waterloo Village, Stanhope, New Jersey.

Waterloo Village is one of New Jersey's great historic, recreational and tourism assets featuring 19 historic buildings, a Meeting House (previously rented for weddings and special events) and a large-scale outdoor concert venue. The State of New Jersey's goal is to reestablish the Village as a destination for visitors, students and the business community.

The Department is seeking input from the hospitality industry to identify management models that enhance revenue potential and access to onsite amenities, ultimately sustaining the operations, interpretation and preservation of the Village.

The State is interested in hearing from the providers that currently manage hospitality services, including, but not limited to, conference and meeting planning, destination packaging and special event scheduling and promotion.

On **February 19, 2009**, the DEP will host an onsite meeting and tour of the Village for participants who respond to this Request for Information (RFI) session. Participation in this session is voluntary and is not considered part of the formal Request for Proposal process expected to be initiated in 2009.

By **January 16, 2009**, responses to this RFI should be e-mailed to Robin.Madden@dep.state.nj.us , or mailed to:

**Division of Parks and Forestry
501 East State Street
P.O. BOX 404
Trenton, N.J. 08625
Attention: Robin Madden**

Purpose

The DEP is seeking recommendations and feedback from for-profit or not-for-profit facility and event managers regarding potential business models and opportunities that may be feasible options as we explore the future management structure and use of facilities located within Waterloo Village. The Village is currently closed to the public while priority maintenance issues are being addressed and as the State seeks new operational partners.

DEP's immediate priorities for the village include:

- Stabilizing and preserving the historic buildings, and exploring their potential future use (such as museum space, retail, overnight accommodations, etc);
- Enhancing public access by re-establishing educational/interpretive programs for the canal village history and the Indian Village; and
- Finding appropriate management entity/entities to oversee village operations, including on-site amenities, such as the concert tent and Meeting House, facility and grounds maintenance and marketing to enhance revenue potential and ultimately sustain operations, interpretation and preservation of the Village.

Background

Waterloo Village is an intact 19th century canal village in northwestern New Jersey, at the midpoint of the Morris Canal. Its 19 historic buildings are listed on the State and National Registers of Historic Places. A recreated Lenape settlement, known as the Indian Village, is located on an island at one end of the village. The area's canal history is enhanced by the Canal Museum, which is operated by the Canal Society of New Jersey.

The State of New Jersey owns and administers the land that comprises Waterloo Village and all onsite buildings except for the Waterloo United Methodist Church and its Parish House.

Waterloo was developed as a public destination beginning in 1967 by the nonprofit Waterloo Foundation for the Arts. Over the course of the Foundation's 40-year tenancy, it hosted many special events, including classical and rock concerts, a summer performance by the Metropolitan Opera, and a range of ethnic and food festivals, as well as the biennial Dodge International Poetry Festival. For many years, the Indian Village drew school trips from a tri-state area, while students and the public alike toured the historic buildings.

DEP ended the Foundation's lease of Waterloo Village at the end of 2006, when the Foundation's fiscal difficulties left it unable to carry on operations. In the ensuing months, the Department has made structural repairs, re-roofed buildings and rebuilt the Indian Village.

To assist in the future planning and management of the Village, the DEP has hired HJGA Consulting, Preservation and Historic Architecture, Inc., of Montclair, to develop a preservation plan for Waterloo Village, to include historic documentation, documentation of current conditions of the landscape and structures, and recommendations for future use and interpretation. Upon its availability, an executive summary of the plan will be posted at www.njparksandforests.org. The full report is anticipated in January 2009. The State will incorporate preservation plan recommendations in the Request for Proposals (RFP) for an operator of Waterloo Village.

To date, the DEP has allocated \$750,000 to fund capital improvements for buildings in Waterloo Village, with additional capital funds available to implement priorities outlined in the anticipated preservation plan.

The Indian Village, an important interpretive and educational element within the Village, has been fully repaired, rebuilt and expanded by its original designer-builder. The State is currently seeking a partner through a request for proposals to promote and schedule school tours onsite.

Structural repairs at the Grist Mill and Apothecary Shop are completed. Re-roofing and roof repairs have been completed at Jake's House, the White Barn, the Weaving Barn, and the Comfort Station, with repairs totaling \$142,500 being completed on the Canal House, Wellington House and The Homestead. Evaluations have been finished on the Ironmaster's House, Smith House and Meeting House. Re-roofing and roof repairs are under design for the Smith House and Carriage Barn.

In addition to providing any initial recommendations regarding the future management of the Village and its amenities, please provide the following information along with an expression of your interest to attend the onsite meeting and Waterloo tour:

1. Please provide a brief description of your mission.
2. Please indicate Yes or No as to whether or not you provide any or all of the following hospitality services or amenities:
 - Event scheduling, such as concerts, special events, etc. Y / N
 - Corporate Retreats Y / N
 - Business Meetings Y / N
 - Overnight Accommodations Y / N
 - Destination Marketing Y / N
 - Large scale corporate catering/banquets Y / N
 - Food service concessions for facilities or events (i.e. Snack Bars) Y / N

3. Please list and provide additional information, including marketing materials, regarding other types of amenities or services you manage or provide.
4. Do you provide operational support, such as facilities and grounds maintenance and revenue management?
5. Has your company/entity ever formed a business partnership managing a government facility or marketing government assets?
6. Do you provide services at a single facility or at multiple venues? Do you contract with a single client or multiple clients?